

Message Text

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UNCLAS MILAN 0916

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SUBJECT: JUNE SHOW FINAL REPORT: METAL FINISHING AND SURFACE
TREATMENT

1. METAL-FINISHING AND SURFACE-TREATMENT EQUIPMENT EXHIBITION
2. US TRADE CENTER, MILAN ITALY
3. 22 PARTICIPANTS FOR 25 EXHIBITORS
4. SALES DURING SHOW: DOLS 42,850
5. SALES PROJECTED NEXT 12 MONTHS:
 - A) NTM-DOLS 678,200
 - B) OTM -DOLS 1,476,233
 - C) TOTAL - DOLS 2,154,433

6. FIVE EXHIBITORS SOUGHT EXREPS (ALTHOUGH ONLY TWO AS FIRST OBJECTIVE)

7. ONE EXREP APPOINTED DURING SHOW
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8. TWO ADDITIONAL EXREP APPOINTMENTS EXPECTED IN THE NEXT
12. MONTHS

9. N/A
10. TOTAL REGISTERED VISITORS: 1145
TOTAL HANDCOUNT: 1175

11. A) WHEN ANYTHING HAS TO GO WRONG IT SEEMS ALWAYS TO GO WRONG FOR THE SAME PERSON. IN THIS SHOW, ALDONEX WAS THE EXHIBIOR WHOSE EQUIPMENT DID NOT ARRIVE UNTIL THE NEXT TO LAST DAY OF THE SHOW. THEN IT WAS DISCOVERED THAT THE MACHINE HAD BEEN CONSTRUCTED TO OPERATE ON AN ELECTRICAL VOLTAGE AVAILABLE AT THE TRADE CENTER BUT NOT GENERALLY IN ITALY. THEREFORE, THE MACHINE COULD NOT BE SOLD. ALDONEX DID, HOWEVER, SIGN AN IMPORTANT ITALIAN COMPANY AS REPRESENTATIVE, WHICH WAS THE MAIN OBJECTIVE IN PARTICIPATING. THE PRESIDENT OF THE COMPANY WAS MOST APPRECIATIVE OF THE CENTER'S ABILITY TO MOVE HIS MACHINE FROM THE PORT TO THE CENTER WHEN IT DID ARRIVE, CUTTING CUSTOMS RED TAPE AND ARRANGING SPECIAL, EXPRESS TRANSPORTATION. (THE CENTER HAD ALSO ARRANGED TO HOLD THE SHOW OPEN ANOTHER DAY SO THAT ALDONEX COULD RECEIVE PRESPECTIVE REPS, BUT THAT WAS FOUND TO BE UNNECESSARY.)

B) INDESCO, LIKE MOST OTHER EXHIBITORS, DID NOT EXPECT TO SELL DURING THE SHOW, BUT WAS DELIGHTED TO SELL 14 OF ITS UNITS. THE COMPANY WAS ALSO ASKED BY THE ITALIAN AFFILIATE OF CATERPILLAR TO DESIGN A PAINT-DRYING OVEN USING INDESCO HEATERS.

C) CORNING GLASS WORKS PARTICIPATED IN THE SHOW IN ORDER TO INTRODUCE ITS IGHLY ADVANCED EQUIPMENT TO THE METAL-FINISHING TRADE. THEY WERE AMAZED AT THE QUALITY OF THE VISITORS AND UNCLASSIFIED

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MADE 65 IMPORTANT SALES LEADS THAT SHOULD BRING THEM DOLS 200,000 IN FUTURE SALES.

D) DIAMOND SHAMROCK SPOKE OF THE "OUTSTANDING ORGANIZATION" OF THE SHOW AND WERE EXTREMELY SATISFIED WITH SALES LEADS DEVELOPED AS WELL AS THE PROJECTED SALES.

E) ENGELHARD MINERALS AND CHEMICAL CORP. USED THE SHOW AS A MEANS OF SHOWING NEW PRODUCTS TO THEIR CLIENTS. THEY WERE DELIGHTED THAT NEARLY ALL OF THEIR CUSOMERS WERE AMONG THOSE PRODUCED AS VISITORS BY THE TRADE CENTER. THEY TALKED TO 100 OF THEM AND PROJECT SALES OF DOLS SIX MILLION.

12. THIS EVENT WAS A SUCCESS, PARTICULARLY SINCE USDOC EARLY ON HAD SUGGESTED CANCELLING IT FROM THE TRADE CENTER'S SCHEDULE BECAUSE OF LACK OF INTEREST ON THE PAR OF US EXHIBITORS. A SIMILAR SHOW IN LATE 1975 DREW 936 VISITORS, COMPARED WITH 1175 THIS YEAR. SALES THIS TIME WERE ONLY ABOUT 2/3 THOSE OF THE 1975 EVENT, BUT A ACOMPARISON OF THE TWO SHOWS INDICATES THAT IN 1975 THERE WAS MUCH GREATER EMPHASIS ON EXPENSIVE MACHINERY THAN IN 1978, WHEN MANY EXHIBITORS WERE SHOWING INEXPENSIVE EQUIPMENT (INDESCO'S HEATER SELLS FOR DOLS 60) OR SUPPLIES,

PRIMARILY CHEMICALS. ALL EXHIBITORS WERE EXTREMELY SATISFIED WITH THE SHOW AND MANY REPEATED THE COMMENT THAT THE CALIBER OF VISITOR SUPPLIED BY THE TRADE CENTER WAS TRULY INCREDIBLE. THEY WERE USED TO SHOW WHERE THEIR EQUIPMENT WAS INCLUDED WITH MANY OTHER TYPES OF MACHINERY AND SUPPLIES AND WERE AMAZED THAT THE VISITORS TO THIS SHOW WERE AS SPECIALIZED AS THE SHOW ITSELF. NOT ONE UNINTERESTING VISITOR WAS REPORTED, AND SEVERAL EXHIBITORS ASKED IF THE TRADE CENTER COULD NOT MAKE THE EVENT ANNUAL. COMPTON DUPUY MAILED OVER 13,000 PIECES AND MTC OFFICERS MADE BLUE-RIBBON CALLS IN THE MILAN AREA. MR. WRIGHT, CONSUL AT TURIN, HOSTED A COCKTAIL FOR BLUE-RIBBON PROSPECTS AND HIS OFFICE MAILED OUT OVER 100 INVITATIONS. OTHER FOREIGN SERVICE POSTS IN ITALY PROMOTED THE SHOW AS WELL. FINA

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